

Bachelor of Science (Honours) in Marketing

Developed, fully taught and awarded by the University of Southampton, UK

MODULE OUTLINES

YEAR 2

ANALYTICS FOR MARKETING

This module introduces the key concepts in statistics and analytics. It focuses on giving you an understanding of how to undertake statistical analysis within a marketing context. This module will explain and describe the use of statistics and analytics in marketing. Specifically, the module will cover data types, probability, univariate statistics, distributions, hypothesis testing, comparisons of means tests, and relationship tests.

You will learn how to use these tools using the most widely accessible analysis software, Excel. This will enable students to undertake analysis in most business environments, ranging from SMEs through to large corporations.

DIGITAL MARKETING

Important revolutions in communication emerged from long-term visions of freedom of expression, sharing ideas and connecting civilizations and knowledge for the benefit of societies – large or niche ones. The digital age transformed the communication process, requiring new business strategies, efficient planning, and acute understanding of the latest dimensions in technological advancement.

The module will introduce students to the planned integrated marketing strategies, a methodical, critical and planned perspective on how to use the new techniques effectively in the actual digital business environment.

SERVICES VALUE FOR DIGITAL MANAGERS

This marketing module is designed to build upon the understanding of marketing principles gained in introductory marketing classes. It examines how to manage aspects of services marketing and value within the context of digital marketing activities. Hence, it aims to provide practical and analytical guidance for increasing value for both customers and the organisation in a digital landscape.

HUMAN RESOURCE MANAGEMENT

This module provides you with an introduction to key areas of Human Resource Management (HRM) in contemporary organisations and to examine on-going debates concerning the nature and development of HRM. The module is designed to strike a balance between the examination of specific HRM policies and practices and wider conceptual and theoretical debates concerning changing patterns of employment relations. In particular it will examine the question of how far strategic HRM constitutes a distinctive approach to the management of employee relations and the extent to which it differs from more traditional models of HRM.

INTERNATIONAL RETAILING

With the increasing globalisation of brands, a knowledge and understanding of international market structures including entry and development strategies, is an essential requirement for those wanting to pursue a marketing or management career. The module will enhance your analytical and planning abilities in developing appropriate strategies. The module has been designed specifically to equip you with the knowledge you need to understand and contribute to the delivery of international (non-domestic) marketing, whether that means working with a large multi-national, a smaller company, or even your own business.

LIVING AND WORKING ON THE WEB

This module is delivered online. It aims to introduce you to the key concepts of digital literacy that will help you to achieve your full potential both academically and in the job market beyond university.

BUSINESS RESEARCH

The aim of this module is to introduce you to the range of research methods used both in the academic study of management and in the practice of management. This module uses blended learning approaches. There is a mix of online and classroom teaching.

MARKETING COMMUNICATIONS AND MEDIA MANAGEMENT

This module aims to build an understanding of the creative processes that are inherent in marketing. Specifically, you will learn about managing media, managing marketing communications and the essence of creative marketing. You will also learn about the importance of measuring marketing creativity through communication and campaign effectiveness.

YEAR 3

CORPORATE AND SOCIAL RESPONSIBILITY

This module covers the development of the concept and the meaning of the term corporate social responsibility (CSR); how CSR is being implemented in today's corporations, its impact and likely future directions. The module summarises the latest thinking of the strategic significance of CSR, and how CSR goes to the heart of the way in which businesses make decisions and conduct their activities. In the process, the module demonstrates how CSR can lead to innovation, new business opportunities and towards solutions to many of today's long-standing business, social and environmental problems. A key aim of the module is to enable you to understand the role of business in the context of the wider society and the future challenges, such as sustainable development, that face us in the future.

CUSTOMER INSIGHT

This module will clarify the links between: identifying characteristics of consumers that can be measured or understood; the methods to measure or understand those characteristics; and how such measurements and understanding support marketing decision-making. It will focus upon how data that organisations can access may be used to reveal the nature and behaviour of customers.

DATA MINING FOR MARKETING

This module will introduce the key concepts of using and analysing data with a particular focus of their application to marketing problems. The issues of customer surveys, profiling/segmentation, communications, campaign measurement, satisfaction, loyalty, profitability, and social media will be discussed with regard to how data mining and analytical approaches can be used to improve decision making for marketing activities. Notably, students will get hands-on experience in using data analytic techniques and software to make marketing decisions based on data.

DIGITAL MARKETING: ENGAGING WITH THE CUSTOMER

This module aims to enable you to:

- Develop an understanding of the major issues facing marketers in the rapidly growing area of online marketing, with particular emphasis on the managerial implications of evolving business models and the associated new marketing applications.
- Acquire specialist employable knowledge in a rapidly developing subject area where employers are reporting significant skills shortages.

MARKETING SIMULATION

Marketing theories, concepts, tools and models are applied via a computer simulation of a competitive industry. In the simulation game, teams of students will compete against each other in one industry and make decisions over a series of periods. Decisions will be made in key marketing areas such as targeting of customer segments and positioning of products, analysing market research studies, pricing of products, advertising, research and development, production planning, product portfolio management (introduction, removal, re-design), channel choice and sales force allocation, amongst others.

This module provides students with an understanding of the role of marketing management within organisations.

MEASURING MARKETING EFFECTIVENESS

This module aims to introduce you to the key concepts of marketing metrics and how they can be used effectively in the business environment within which marketers now operate. It will provide a course of study which engages you in the practice and theory of marketing metrics and develop the quantitative analytical skills needed to manage marketing productivity.

INDUSTRIAL PLACEMENT

All students will spend a minimum of 24 weeks undertaking an approved industrial placement in a business organisation. International students have the option to complete their industrial placement in their home country or any other countries. The industrial placement is a vital means of adding value to the Marketing programme, making it a real sandwich degree incorporating both academic and practical employment experience. Students have the liberty to search and locate business organisations which they can work in. Students are expected to pass the placement according to the University's requirement.

To prepare students for industrial placements, students will take a compulsory 'Career Transition' workshop conducted by SIM on personal and professional development. Students will receive career coaching and advice on how to source industrial placement to give them an edge over their future job search.

DISSERTATION

The dissertation involves an extended, independent investigation of a topic of your own choosing and the preparation of a 10,000-word dissertation describing your work. Students will be expected to choose their dissertation topic during the latter half of the industrial placement. Access to the Dissertation Handbook will be provided online. A supervisor will be assigned to guide students on their dissertation.